



TOBACCO CONTROL PROGRAM

Division of Public Health

Wisconsin Department of Health and Family Health Services

PPH 43021B

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INTRODUCTION

Since the initiation of its Tobacco Control Program, the Division of Public Health, Wisconsin Department of Health and Family Service has relied upon partnerships with communities, and with state and national organizations involved in tobacco prevention and control to accomplish the following goals:

- Elimination of exposure to environmental tobacco smoke (ETS)
- Reducing initiation among Wisconsin's youth
- Promoting quitting among adults and young people
- Identifying and eliminating disparities among population groups.

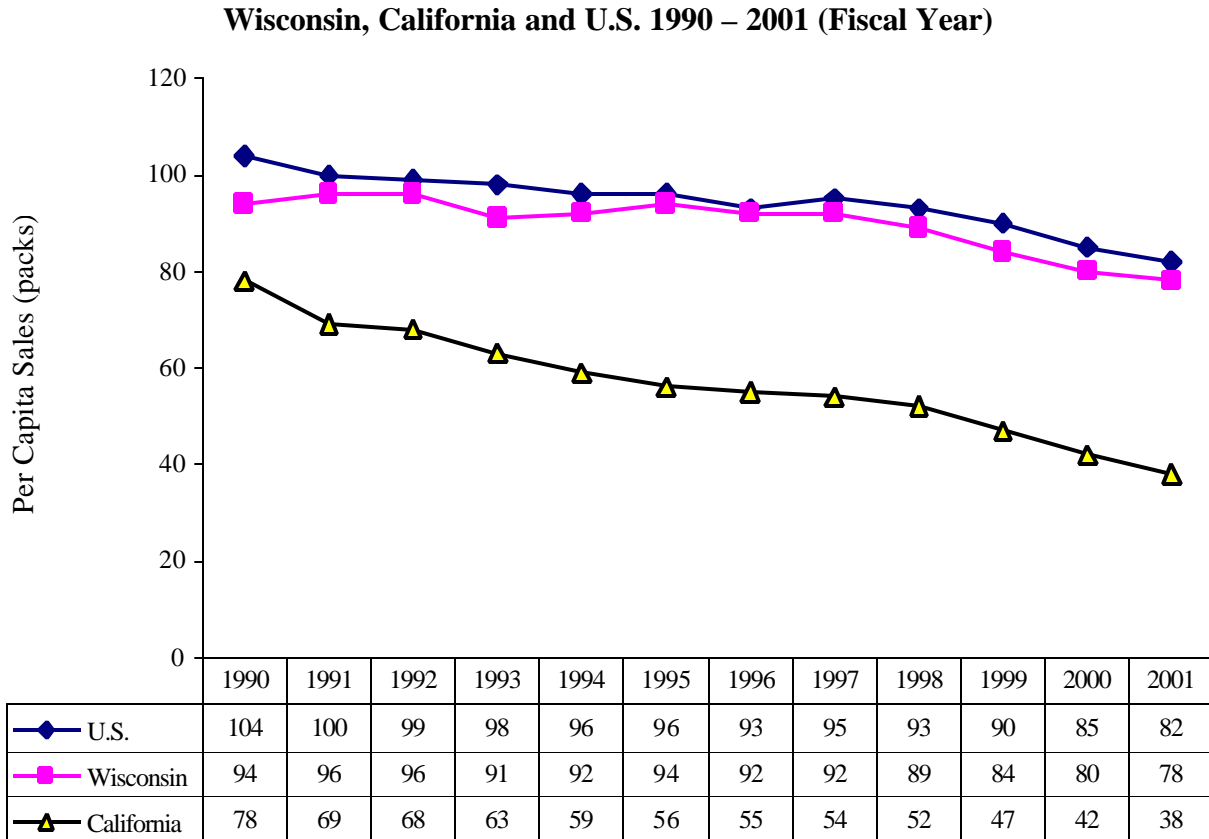
This Wisconsin Tobacco Facts booklet serves as a reference of available tobacco-related information, statistics and report findings. The Wisconsin Tobacco Facts is updated as new data become available. Additional tobacco-related information, such as current trends, program activities and linkages are available. Please contact:

- Tobacco Control Program
Division of Public Health
P.O. Box 2659
Madison, WI 53701-2659
Phone: (608) 266-2206
Fax: (608) 266-8925

<http://www.dhfs.state.wi.us/health/TobaccoControl>

I. Cigarette Consumption

Figure 1-1. Trends in Annual Per Capita Sales of Cigarettes (packs).



Source: The Tax Burden on Tobacco (Historical Compilation, Volume 36, 2001), Produced by Orzechowski and Walker

Note: Data are reported by Fiscal Year.

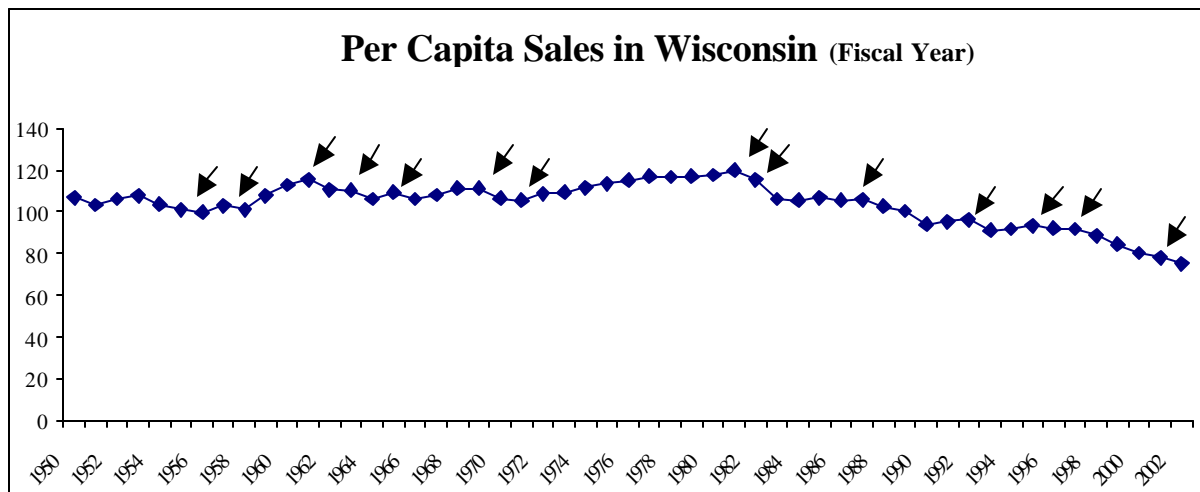
Table 1-1. Cigarette Sales in Wisconsin: Change From 1990 to 2002 (Fiscal Year).

	State Tax-paid Cigarette Sales	Annual Per Capita Cigarette Sales
1990	463.1 million packs	94.0 packs
2002	408.3 million packs	75.3 packs
Change From 1990 - 2002	54.8 million fewer packs	18.7 fewer packs

Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco, Produced by Orzechowski and Walker

Note: Data are reported by Fiscal Year.

Figure 1-2. Per Capita Sales in Wisconsin: Change From 1950 to 2002.



Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco, Produced by Orzechowski and Walker

Note: The arrows represent a cigarette tax increase in Wisconsin. Data are reported by Fiscal Year.

Table 1-2. Cigarette Tax Increases in Wisconsin

Year	Amount
1939	\$0.0 - .03
July 1, 1955	\$.03 - .04
July 1, 1957	\$.04 - .05
September 1, 1961	\$.05 - .06
August 15, 1963	\$.06 - .08
August 1, 1965	\$.08 - .10
September 1, 1969	\$.10 - .14
November 5, 1971	\$.14 - .16
August 1, 1981	\$.16 - .20
May 1, 1982	\$.20 - .25
September 1, 1987	\$.25 - .30
May 1, 1992	\$.30 - .38
September 1, 1995	\$.38 - .44
November 1, 1997	\$.44 - .59
October 1, 2001	\$.59 - .77

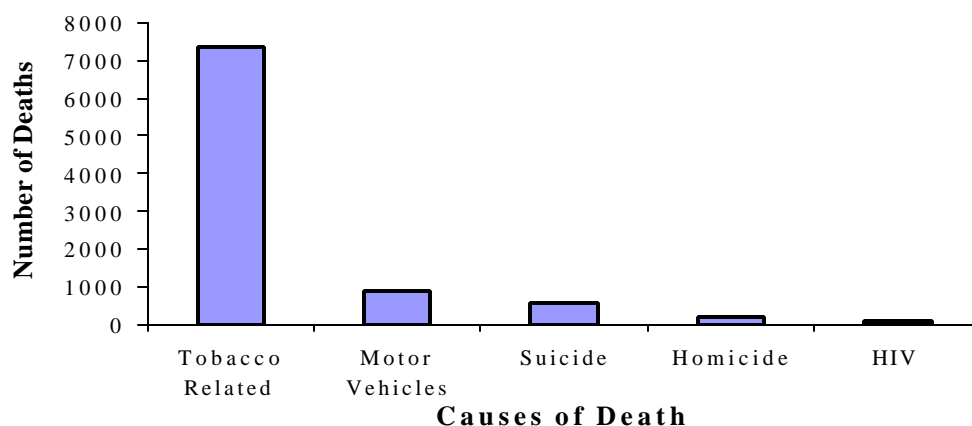
Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco, Produced by Orzechowski and Walker

II. Tobacco-related Deaths and Economic Cost in Wisconsin

Summary

The use of tobacco is the leading preventable cause of death in Wisconsin. In 2000, more than 7,300 Wisconsin residents died from smoking related illnesses*. In addition, the direct health care cost of smoking (e.g., physician visits, hospitalizations, etc.) is estimated at \$1.6 billion annually in Wisconsin with an additional cost of \$1.4 billion in lost productivity.

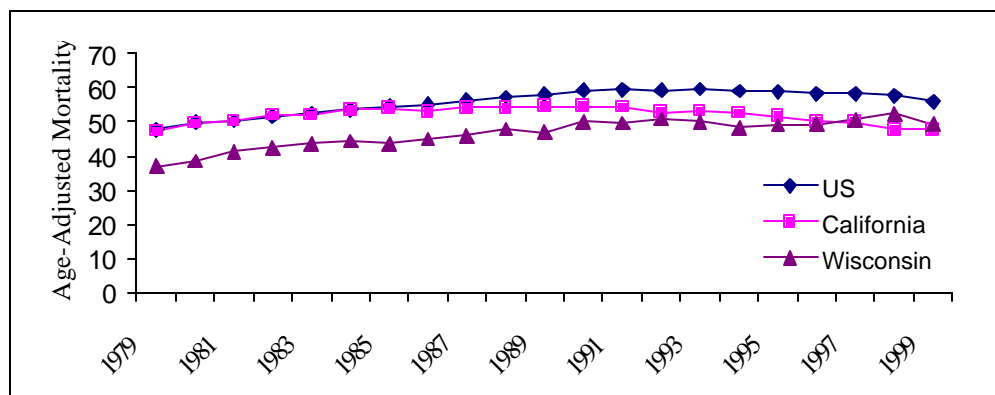
Figure 2-1. Selected Causes of Death Compared To Tobacco-Related Deaths*, Wisconsin, 2000



* Includes lung cancer, other tobacco related cancers, heart disease, stroke, respiratory diseases.

Source: Wisconsin Deaths, 2000, Bureau of Health Information, Division of Health Care Financing, Department of Health and Family Services
Wisconsin Department of Health and Family Services, Wisconsin Division of Public Health, University of Wisconsin Comprehensive Cancer Center, American Cancer Society, Wisconsin Tobacco Control Board. *The Burden of Tobacco in Wisconsin*. Madison, WI: 2002

Figure 2-2. Age-adjusted Lung Cancer Mortality in Wisconsin, California and the Nation Between 1979 and 1999



Source: CDC WONDER. Centers for Disease Control and Prevention. www.wonder.cdc.gov

**Table 2-1. Smoking-related Deaths and Direct Health Care Costs by County,
1996-2000 Annual Average**

County	Number of All Deaths	Smoking-related Deaths Number	Percent	Direct Health Care Costs of Smoking*
Adams	199	36	18%	\$5,490,000
Ashland	190	29	15%	\$4,970,000
Barron	469	73	16%	\$13,240,000
Bayfield	157	27	17%	\$4,420,000
Brown	1,555	217	14%	\$66,800,000
Buffalo	143	18	13%	\$4,070,000
Burnett	185	29	15%	\$4,620,000
Calumet	248	36	15%	\$11,970,000
Chippewa	526	81	15%	\$16,260,000
Clark	319	42	13%	\$9,890,000
Columbia	512	73	14%	\$15,460,000
Crawford	178	30	17%	\$5,080,000
Dane	2,508	366	15%	\$125,640,000
Dodge	812	123	15%	\$25,300,000
Door	314	40	13%	\$8,240,000
Douglas	490	76	15%	\$12,750,000
Dunn	270	39	14%	\$11,740,000
Eau Claire	669	100	15%	\$27,440,000
Florence	53	8	15%	\$1,500,000
Fond du Lac	876	133	15%	\$28,660,000
Forest	118	20	17%	\$2,950,000
Grant	481	74	15%	\$14,610,000
Green	317	50	16%	\$9,910,000
Green Lake	237	33	14%	\$5,630,000
Iowa	188	28	15%	\$6,710,000
Iron	93	16	17%	\$2,020,000
Jackson	190	27	14%	\$5,630,000
Jefferson	602	98	16%	\$21,800,000
Juneau	273	49	18%	\$7,160,000
Kenosha	1,175	226	19%	\$44,060,000
Kewaunee	184	22	12%	\$5,950,000
La Crosse	904	136	15%	\$31,550,000
Lafayette	159	26	16%	\$4,750,000
Langlade	219	34	16%	\$6,110,000
Lincoln	317	48	15%	\$8,730,000
Manitowoc	840	123	15%	\$24,420,000
Marathon	908	125	14%	\$37,070,000
Marinette	501	77	15%	\$12,780,000
Marquette	170	28	17%	\$4,660,000
Menominee	41	4	10%	\$1,340,000
Milwaukee	8,967	1,488	17%	\$276,950,000
Monroe	390	59	15%	\$12,050,000
Oconto	336	49	15%	\$10,500,000
Oneida	404	69	17%	\$10,830,000
Outagamie	1,138	180	16%	\$47,420,000
Ozaukee	580	86	15%	\$24,250,000
Pepin	81	10	13%	\$2,120,000
Pierce	240	36	15%	\$10,840,000
Polk	389	60	15%	\$12,170,000
Portage	451	70	15%	\$19,790,000
Price	202	33	16%	\$4,660,000
Racine	1,578	288	18%	\$55,620,000
Richland	178	25	14%	\$5,280,000
Rock	1,320	233	18%	\$44,870,000

Rusk	174	28	16%	\$4,520,000
Sauk	486	76	16%	\$18,600,000
Sawyer	186	34	18%	\$16,270,000
Shawano	449	63	14%	\$4,770,000
Sheboygan	1,033	144	14%	\$11,980,000
St. Croix	438	68	16%	\$33,180,000
Taylor	188	25	13%	\$5,800,000
Trempealeau	294	37	13%	\$7,960,000
Vernon	316	48	15%	\$8,260,000
Vilas	261	43	17%	\$6,200,000
Walworth	787	133	17%	\$27,620,000
Washburn	192	33	17%	\$4,720,000
Washington	776	118	15%	\$34,610,000
Waukesha	2,533	426	17%	\$106,270,000
Waupaca	649	97	15%	\$15,240,000
Waushara	241	45	19%	\$6,820,000
Winnebago	1,226	201	16%	\$46,180,000
Wood	691	100	14%	\$22,260,000
Wisconsin	45767	7350	16%	\$1,580,000,000

*Direct health care costs include medical expenditures paid for ambulatory, hospital, prescription drugs, nursing homes and other personal care.

Source: Centers for Disease Control and Prevention. Smoking Attributable Morbidity, Mortality and Economic Costs (SAMMEC): Adult SAMMEC software. Calculation was performed on April 10th and 11th, 2002.

Years of Potential Life Lost due to Smoking-related Illness, 2000:

In Wisconsin, approximately 96,000 years of life were lost from the potential lifespan of those who died of smoking-related illnesses. The majority of years of life lost to premature death occurred in those who died between the ages of 55 and 74. An average 35-year old may expect to live to the age of 77.

Source: Centers for Disease Control and Prevention. Smoking Attributable Morbidity, Mortality and Economic Costs (SAMMEC): Adult SAMMEC software. Calculation was performed on January 24th, 2002.

III. Adult Cigarette Use, Wisconsin

Number of Adult Smokers in Wisconsin

The 2001 estimated number of adult smokers in Wisconsin was **938,806**.

Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services,
Division of Health Care Financing, Bureau of Health Information
Population Estimates Program, Population Division, U.S. Census Bureau

Table 3-1. Percentage of Adults Who Smoke by Gender, 2001

Male	25%
Female	22%
All Adults	24%

Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services,
Division of Health Care Financing, Bureau of Health Information

Table 3-2. Percentage of Adults Who Smoke by Age, 2001

18-24 years old	33%
25-34 years old	31%
35-44 years old	28%
45-54 years old	26%
55-64 years old	17%
65 and older	6%
All Adults	24%

Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services,
Division of Health Care Financing, Bureau of Health Information

Table 3-3. Percentage of Adults Who Smoke by Education, 2001

Less than a high school graduate	32%
High school graduate or GED	28%
Some college or Tech. school	27%
College graduate	11%
All Adults	24%

Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services,
Division of Health Care Financing, Bureau of Health Information

Table 3-4. Percentage of Adults Who Smoke by Household Income, 2001

Less than \$15,000	24%
\$15,000 – 24,999	26%
\$25,000 – 49,999	27%
\$50,000 – 74,999	23%
\$75,000+	17%
All Adults	24%

Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Table 3-5. Percentage of Adults Who Smoke by Race/Ethnicity, 2001

White	23%
African American	25%
Hispanic	23%
Other	35%

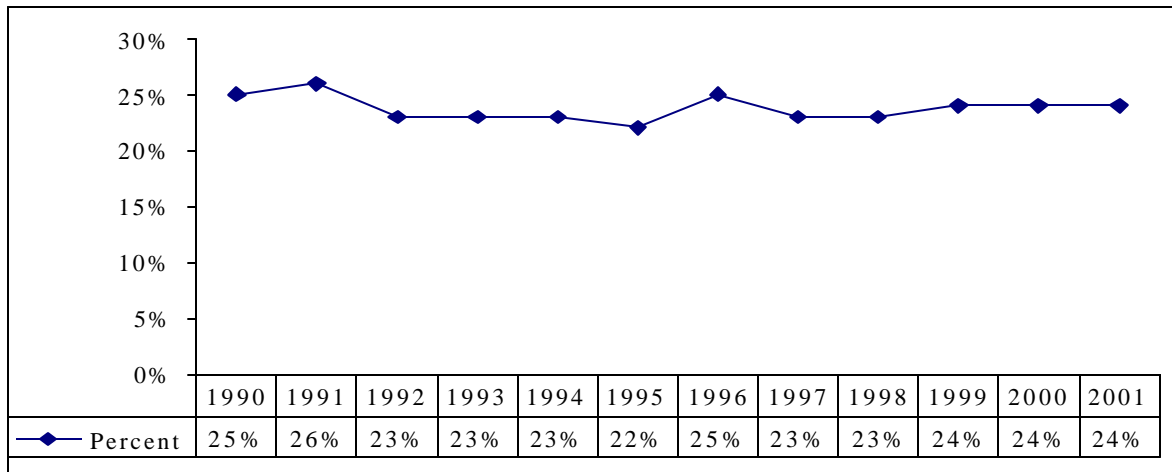
Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Table 3-6. Percentage of Adults Who Smoke by Year: 1990 – 2001

1990	25%
1991	26%
1992	23%
1993	23%
1994	23%
1995	22%
1996	25%
1997	23%
1998	23%
1999	24%
2000	24%
2001	24%

Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Figure 3-1. Percentage of Adults Who Smoke by Year: 1990 – 2001



Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Table 3-7. Health Factors and Smoking: 1997-2001

People diagnosed with:	Age	Sample size	% Current Smokers
Diabetes	Under 45	100	37
	45 and older	609	13
Asthma*	Under 45	277	31
	45 and older	230	19

* Asthma information is only available for 1999-2001.

Source: Wisconsin Behavioral Risk Factor Survey, 1997-2000, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Table 3-8. Percentage of Smokers and Percent of Smokers Trying to Quit by Selected Characteristics, Wisconsin 2001

		% Current Smokers	% Smokers able to quit for at least one day in the past year
All Adults		24%	56%
Region	South	25%	65%
	Southeast	23%	51%
	Northeast	23%	65%
	West	23%	48%
	North	23%	50%
Sex	Male	25%	56%
	Female	22%	56%
Age	18-24 Yrs	33%	70%
	25-34 Yrs	31%	56%
	35-44 Yrs	28%	56%
	45-54 Yrs	26%	47%
	55-64 Yrs	17%	48%
	65 and older	6%	46%
Educational level	Less than H.S.	32%	55%
	High School	28%	55%
	Some College	27%	56%
	College	11%	61%
Race	White	23%	55%
	African-American	25%	67%
	Hispanic	23%	54%
	Other	35%	60%
Marital Status	Married	19%	57%
	Unmarried	31%	55%
Children	None	22%	54%
	1 or more	26%	59%
Heavy Drinkers	Yes	45%	60%
	No	21%	55%
Household Income	less than \$15,000	24%	45%
	\$15,000 - 24,999	26%	58%
	\$25,000 - 49,999	27%	57%
	\$50,000 - 74,999	23%	54%
	\$75,000 +	17%	56%

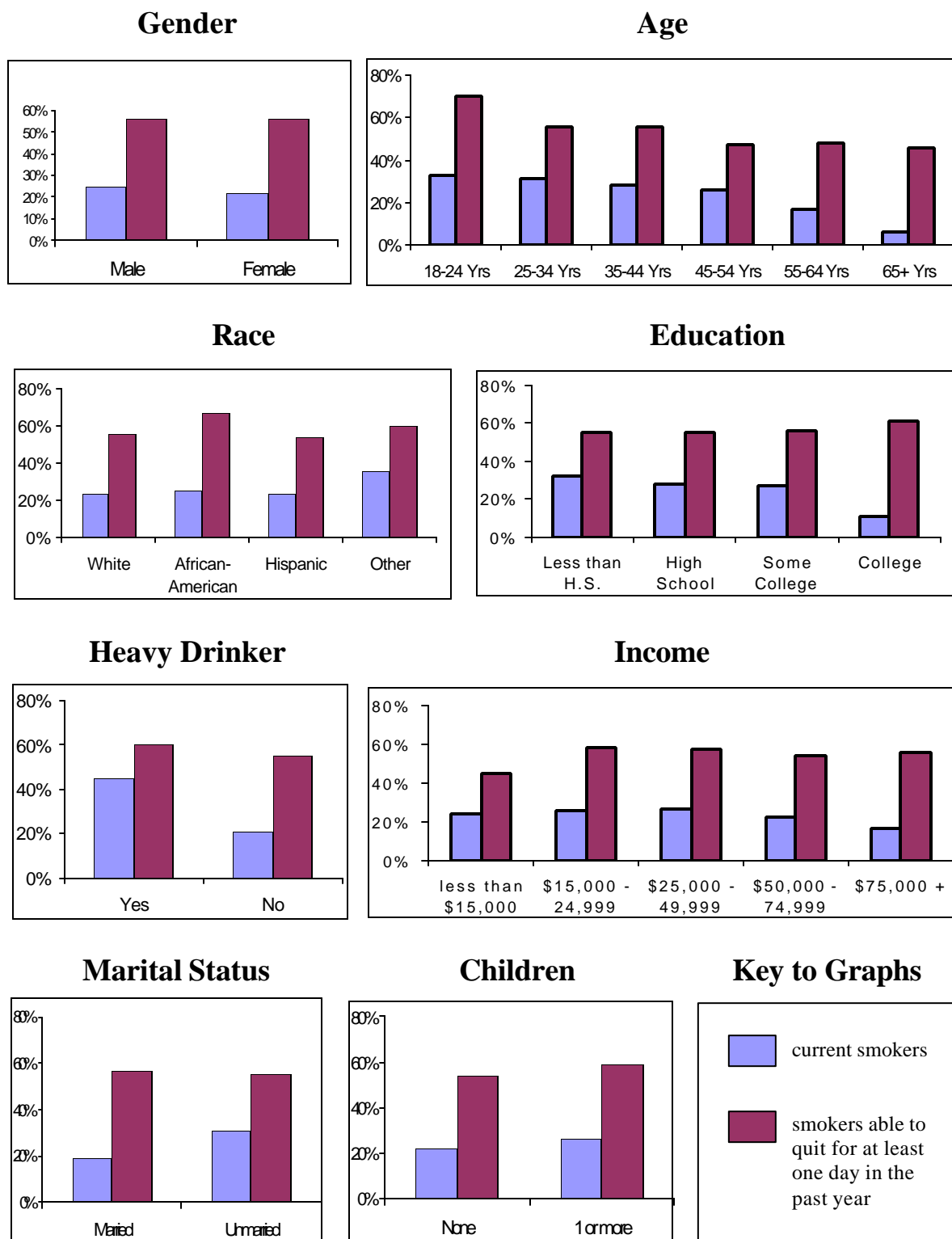
* Married = respondents who are married or living with someone

Unmarried = respondents who are divorced, widowed, separated, or never married

** Heavy Drinkers = drinking 60 or more drinks per month

Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Figure 3-2. Percentage of Smokers and Percent of Smokers Trying to Quit by Selected Characteristics, Wisconsin 2001



Source: Wisconsin Behavioral Risk Factor Survey, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

IV. Wisconsin Youth Tobacco Use

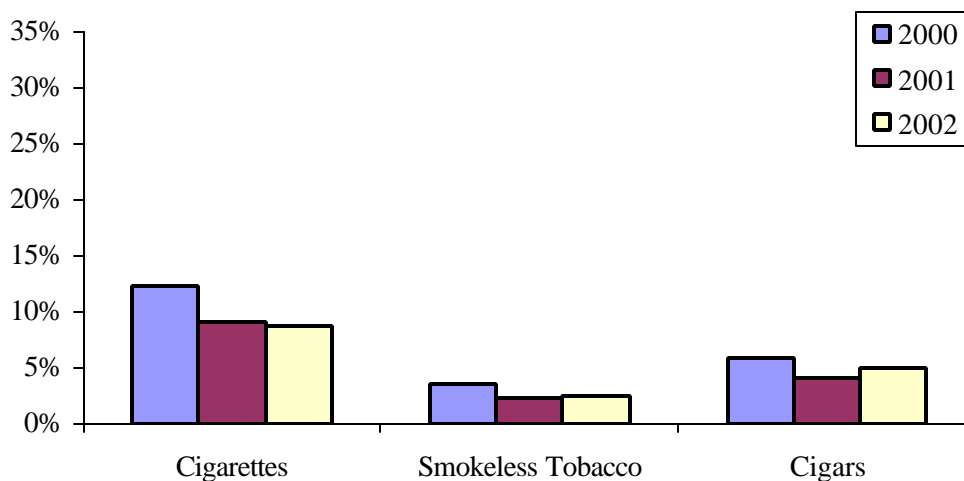
Table 4-1. Current* Tobacco Use Among Middle School Students (Grades 6-8), 2000-2002

		Total (%)
Cigarette	2000	12.2
	2001	9.1
	2002	8.7
Smokeless Tobacco	2000	3.6
	2001	2.3
	2002	2.5
Cigar	2000	5.9
	2001	4.1
	2002	4.9

*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: Wisconsin Youth Tobacco Survey, 2002, Department of Health and Family Services, Division of Public Health, Tobacco Control Program

Figure 4-1. Current* Use of Any Tobacco Product Among Wisconsin Middle Students (Grades 6-8), 2000-2002



*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: Wisconsin Youth Tobacco Survey, 2002, Department of Health and Family Services, Division of Public Health, Tobacco Control Program

Table 4-2. Current* Tobacco Use Among High School Students (Grades 9-12), 2000-2002

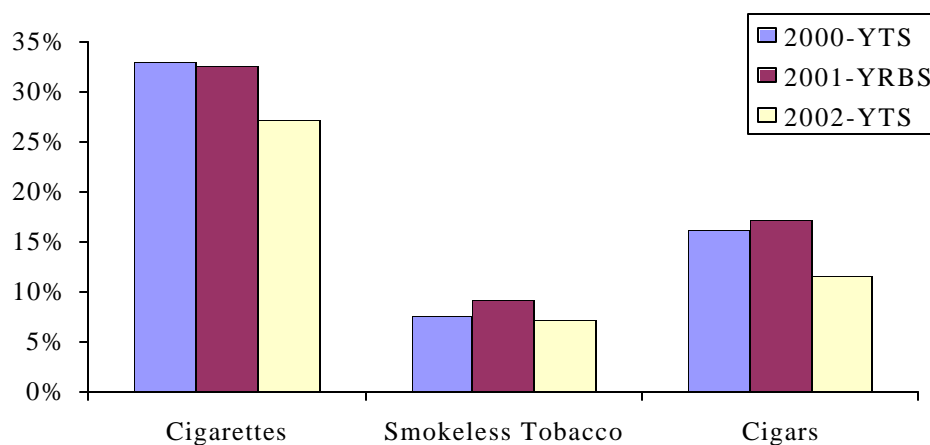
		Male (%)	Female (%)	Total (%)
Cigarette	U.S. (2000)	28.8	27.3	28.0
	Wisconsin (2000)	31.0	35.0	32.9
	Wisconsin (2001)	28.6	36.7	32.6
	Wisconsin (2002)	28.6	25.4	27.1
Smokeless Tobacco	U.S. (2000)	11.8	1.4	6.6
	Wisconsin (2000)	13.6	0.9	7.6
	Wisconsin (2001)	14.2	3.7	9.1
	Wisconsin (2002)	13.0	1.3	7.3
Cigar	U.S. (2000)	22.0	7.3	14.8
	Wisconsin (2000)	23.4	8.1	16.1
	Wisconsin (2001)	23.4	10.6	17.3
	Wisconsin (2002)	17.6	5.3	11.5

*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 2, 2001. MMWR 2001; 50 (No. SS-4).

Wisconsin Youth Tobacco Survey, 2002, Department of Health and Family Services,
Division of Public Health, Tobacco Control Program
Wisconsin Youth Risk Behavior Survey, 2001, Department of Public Instruction (DPI)

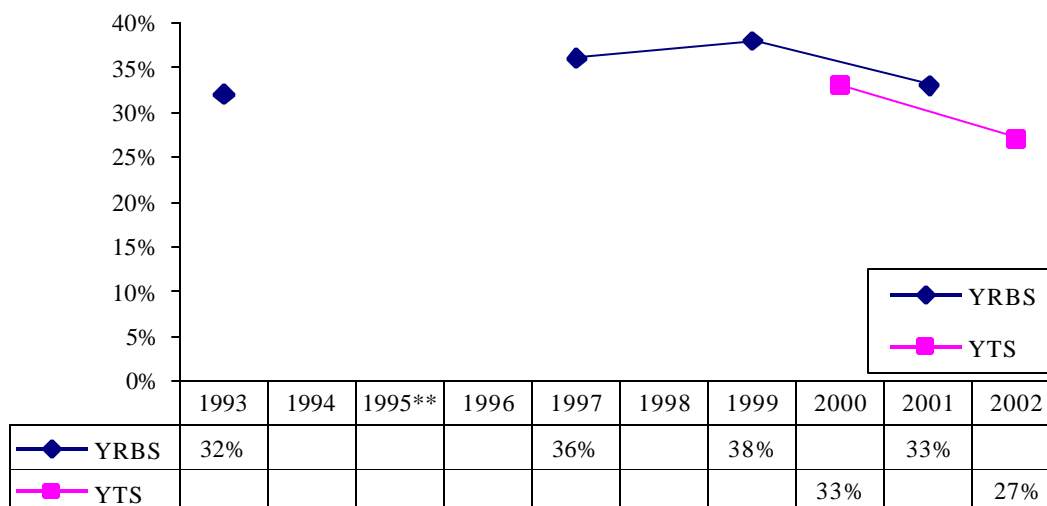
Figure 4-2. Current* Use of Any Tobacco Product Among Wisconsin High School Students (Grades 9-12), 2000-2002



*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: Wisconsin Youth Tobacco Survey, 2000 & 2002, Department of Health and Family Services,
Division of Public Health, Tobacco Control Program
Wisconsin Youth Risk Behavior Survey, 2001, Department of Public Instruction (DPI)

Figure 4-3. Current* Use of Tobacco Products, Students (Grades 9-12). Wisconsin 1993 - 2001



*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

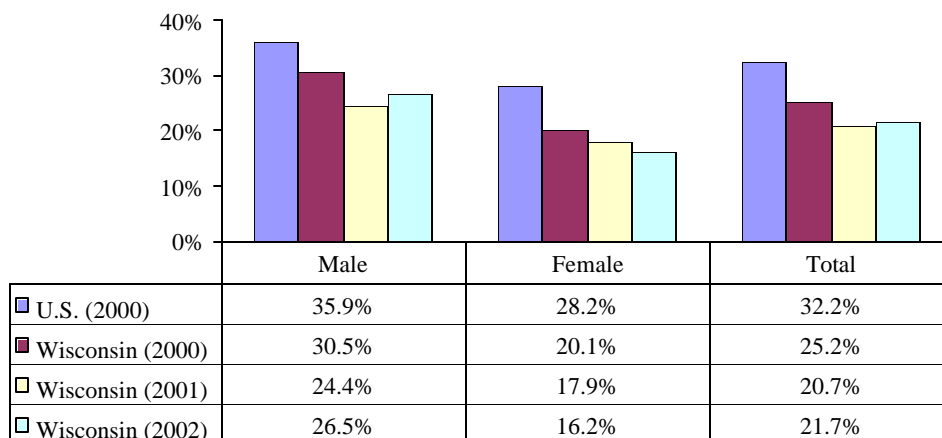
** In 1995, the YRBS was administered by the Department of Public Instruction, however, the data for 1995 are not represented in this figure due to issues with the sample size that year. Since the 1995 data cannot be used, there is no line connecting 1993 to 1997. There are two separate lines for the YRBS and YTS because they are comparable, yet different, surveys.

Source: Wisconsin Youth Tobacco Survey, 2000 & 2002, Department of Health and Family Services, Division of Public Health, Tobacco Control Program
 Wisconsin Youth Risk Behavior Survey, 1993-2001, Department of Public Instruction (DPI)

V. Youth Access to Tobacco

Figure 5-1. Youth Access to Tobacco, Wisconsin and U.S., 2000-2002

The following figure indicates the percent of high school students under the age of 18 who were current cigarette smokers*, and usually obtained their own cigarettes by purchasing them in a store**, in 2000-2002.



* Smoked cigarettes on one or more of the 30 days preceding the survey

** Purchased cigarettes at a store during 30 days preceding the survey

Source: Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 2, 2001.

MMWR 2001; 50 (No. SS-4).

Wisconsin Youth Tobacco Survey, 2000 & 2002, Department of Health and Family Services, Division of Public Health, Tobacco Control Program

Wisconsin Youth Risk Behavior Survey 2001, Department of Public Instruction (DPI)

Table 5-1. Results of Synar* Compliance Checks of Tobacco Sales to Minors, Wisconsin, 1997-2002**

Percentage of Establishments Selling to Minors

Year	Statewide	Over-the-counter	Vending
1997	22.6%	17.7%	44.4%
1998	27.8%	23.5%	58.2%
1999	22.0%	19.6%	34.0%
2000	24.6%	19.6%	51.9%
2001	33.7%	29.5%	62.9%
2002	20.4%	19.2%	28.8%

Source: Wisconsin Department of Health and Family Services, Division of Disability and Elder Services, Bureau of Substance Abuse Services

* The Federal Synar Regulation requires that each state annually conduct random, unannounced inspections of a sample of tobacco vendors to assess their compliance with the state's access law. States are required to meet annual target inspection failure rates (rate at which retailers illegally sell to minors) established by the federal government. Failure to meet requirements of the Synar Regulation can result in a penalty of 40% of a state's substance abuse prevention and treatment block grant allocation.

** The most significant change in all of the above categories is the drop from 2001 to 2002. During this time period, the Bureau of Substance Abuse Services implemented the Wisconsin WINS campaign, which committed State resources to a comprehensive prevention program. Also, many local tobacco control coalitions, in their second year of operation, worked to education policy-makers and retailers about youth access to tobacco.

VI. Tobacco Use During Pregnancy

Total Number of Births in Wisconsin, 2001:
69,012

Total Number and Percent of Mothers Who Reported Smoking During Pregnancy, 2001:
10,907 (16%)

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 2001 (PHC 5337). November 2002.

Table 6-1. Percent of Births to Mothers Who Reported Smoking Cigarettes During Pregnancy, by Age, Wisconsin, 2001

Age	Percent
< 15 years old	13%
15 – 17 years old	19%
18 – 19 years old	29%
20 – 24 years old	25%
25 –29 years old	13%
30 – 34 years old	9%
35 – 39 years old	11%
40 +	11%
Total	16%

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 2001 (PHC 5337). November 2002.

Table 6-2. Percent of Births to Mothers Who Reported Smoking Cigarettes During Pregnancy, by Race/Ethnicity, Wisconsin, 2001

Race/Ethnicity	Percent
American Indian	38%
African American	19%
Hispanic	6%
Laotian/Hmong	2%
White	17%
Other	7%
Total	16%

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 2001 (PHC 5337). November 2002.

**Table 6-3. Maternal Smoking and Low Birthweight By Year:
Wisconsin, 1990 – 2001**

Year	Births to Mothers Who Reported Smoking Cigarettes During Pregnancy			Births to Mothers Who <u>Did Not</u> Report Smoking Cigarettes During Pregnancy		
	# Births	# of Low Birthweight Babies	% Low Birthweight	# Births	# Low Birthweight Babies	% Low Birthweight
1990	16,599	1,710	10.3	56,037	2,574	4.6
1991	16,224	1,581	9.7	55,815	2,854	5.1
1992	15,279	1,504	9.8	55,383	2,701	4.9
1993	14,469	1,494	10.3	55,291	2,806	5.1
1994	13,357	1,417	10.6	54,909	2,941	5.4
1995	12,735	1,272	10.0	54,758	2,794	5.1
1996	12,196	1,302	10.7	54,880	2,915	5.3
1997	11,890	1,256	10.6	54,600	3,006	5.5
1998	12,000	1,248	10.4	55,379	3,164	5.7
1999	11,635	1,276	11.0	56,472	3,253	5.7
2000	11,428	1,150	10.1	57,787	3,353	5.8
2001	10,907	1,172	10.7	58,026	3,368	5.8

Note: Low birthweight is a birthweight less than 2,500 grams (about 5.5 pounds)

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 2001 (PHC 5337). November 2002.

Table 6-4. Number & Percentage of Births in Which the Mother Smoked During Pregnancy By County, Wisconsin, 1990-1992 Compared With 1999-2001

County	1990-1992		1999-2001		1990 - 2001	
	# births	% smokers	# births	% smokers	% change	Rank**
Adams	526	36%	516	32%	11%	48
Ashland	606	33%	609	29%	12%	45
Barron	1,688	25%	1444	21%	16%	37
Bayfield	488	32%	426	29%	9%	50
Brown	9,257	22%	9542	16%	27%	20
Buffalo	514	17%	465	17%	0%	66
Burnett	446	34%	437	31%	9%	50
Calumet	1,493	17%	1614	11%	35%	7
Chippewa	2,092	25%	2029	23%	8%	53
Clark	1,298	20%	1507	14%	30%	15
Columbia	1,799	24%	1890	18%	25%	23
Crawford	639	23%	584	23%	0%	66
Dane	15,739	16%	16264	10%	38%	4
Dodge	2,918	22%	2906	19%	14%	42
Door	945	20%	759	17%	15%	38
Douglas	1,671	29%	1494	23%	21%	27
Dunn	1,267	20%	1369	17%	15%	38
Eau Claire	3,530	21%	3346	18%	14%	42
Florence	128	34%	125	28%	18%	33
Fond du Lac	3,709	22%	3444	19%	14%	42
Forest	402	35%	328	32%	9%	50
Grant	1,862	24%	1563	15%	38%	4
Green	1,257	20%	1191	19%	5%	59
Green Lake	656	20%	663	16%	20%	29
Iowa	899	20%	870	17%	15%	38
Iron	188	34%	108	22%	35%	7
Jackson	651	29%	636	28%	3%	65
Jefferson	2,569	25%	2784	18%	28%	16
Juneau	889	31%	809	28%	10%	49
Kenosha	6,444	29%	6432	17%	41%	1
Kewaunee	682	16%	707	15%	6%	57
La Crosse	4,186	21%	3732	14%	33%	9
Lafayette	681	17%	543	17%	0%	66
Langlade	739	30%	658	28%	7%	55
Lincoln	1,033	26%	952	23%	12%	45
Manitowoc	3,138	23%	2720	22%	4%	62
Marathon	5,000	17%	4538	17%	0%	66
Marinette	1,367	27%	1241	22%	19%	30
Marquette	423	29%	484	23%	21%	27
Menominee	371	45%	283	47%	-4%	71
Milwaukee	50,246	25%	44405	15%	40%	2
Monroe	1,724	28%	1705	23%	18%	33
Oconto	1,172	27%	1154	23%	15%	38
Oneida	1,113	26%	907	26%	0%	66
Outagamie	6,758	15%	6724	14%	7%	55
Ozaukee	2,859	13%	2607	8%	38%	4
Pepin	273	21%	265	14%	33%	9
Pierce	1,298	19%	1174	13%	32%	11
Polk	1,443	28%	1433	23%	18%	33
Portage	2,568	18%	2337	17%	6%	57
Price	569	25%	405	19%	24%	24

Racine	8,085	26%	7765	18%	31%	14
Richland	633	20%	598	19%	5%	59
Rock	6,442	29%	6116	21%	28%	16
Rusk	600	25%	509	24%	4%	62
St Croix	2,456	18%	2706	13%	28%	16
Sauk	1,938	25%	2127	22%	12%	45
Sawyer	554	42%	525	31%	26%	21
Shawano	1,485	22%	1412	24%	-9%	72
Sheboygan	4,113	21%	4156	17%	19%	30
Taylor	798	20%	722	19%	5%	59
Trempealeau	1,092	25%	948	17%	32%	11
Vernon	1,002	19%	1141	14%	26%	21
Vilas	614	37%	519	25%	32%	11
Walworth	2,930	23%	3345	18%	22%	26
Washburn	467	26%	474	24%	8%	53
Washington	4,166	18%	4540	13%	28%	16
Waukesha	12,130	15%	13062	9%	40%	2
Waupaca	1,968	27%	1768	22%	19%	30
Waushara	722	28%	674	23%	18%	33
Winnebago	5,802	22%	5575	17%	23%	25
Wood	3,130	23%	2672	22%	4%	62
Total smokers	48,102	23%	33,970	16%	30%	NA
Total births	215,338	NA	206,482	NA	NA	NA

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 1990-2001. www.dhfs.state.wi.us/WISH
Data on maternal smoking are self-reported.

NA = Not applicable

** The county rank for percentage change is shown from highest (1) to lowest (72); for example, Kenosha County, number 1, had the largest percentage change (41%) from 1990-1992 to 1999-2001, and Shawano County; number 72, had the smallest or negative percentage change (-9%).

Table 6-5. Number & Percentage of Births in Which the Mother Smoked During Pregnancy By Maternal Characteristics in Wisconsin, 1990 versus 2001

Characteristic	1990		2001		% change
	# births	% smokers	# births	% smokers	
Age					
<20	7,430	31	5,849	30	3
20-24	17,539	30	15,951	25	17
25-29	25,061	21	19,176	13	38
30-34	16,694	17	17,745	9	47
35+	6,171	15	9,289	11	27
Marital Status					
Married	55,239	17	48,132	9	47
Unmarried	17,656	41	20,879	31	24
Race/Ethnicity					
White	61,496	23	53,969	17	26
African American	7,108	30	6,467	19	37
American Indian	813	46	916	38	17
Hispanic	1,907	15	5,145	6	60
Lao/Hmong	1,411	1	1,046	3	NA
Prenatal Care					
1 st trimester	59,513	21	57,747	14	33
2 nd trimester	10,487	31	8,830	22	29
3 rd trimester	2,216	34	1,715	23	32
None	586	45	550	38	16
Unknown	93	14	170	18	NA
Education					
Less than high school	12,329	43	11,293	29	33
High school graduate	30,624	27	21,289	24	11
Some college	16,092	16	16,545	12	25
College graduate +	13,783	4	19,695	2	50
Unknown	67	16	190	15	NA
Total smokers	16,657	23	11,428	16	30
Total births	72,895		69,012		

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 1990-2001. www.dhfs.state.wi.us/WISH

Data on maternal smoking are self-reported

NA = The data are not available for these groups due to small sample size.

VII. Environmental Tobacco Smoke (ETS)

Table 7-1. Wisconsin Public Attitudes Regarding Environmental Tobacco Smoke

Site	Favor Some Restriction on Smoking (%)*	Favor Ban on Smoking (%)**
Restaurants	98	54
Indoor Work Areas	99	69
Day Care Centers	100	97
Schools	100	94
Indoor Sporting Events	99	82
Indoor Shopping Areas	99	81
Bars and Taverns	70	21

* Includes people who responded; smoking should not be allowed in any public area or that it should be allowed in some public areas

** Includes people who responded; smoking should not be allowed in any public area

Source: Wisconsin Behavioral Risk Factor System, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Environmental Tobacco Smoke (ETS) in the Home:

- Thirty-seven percent (37%) of people reported that they allow smoking in all or some areas of their home or have no rules regarding smoking in their home.
- Approximately 30% of the households that allowed smoking inside the home have children living in them.

Source: Wisconsin Behavioral Risk Factor System, 2001, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Adult Smokers in the House

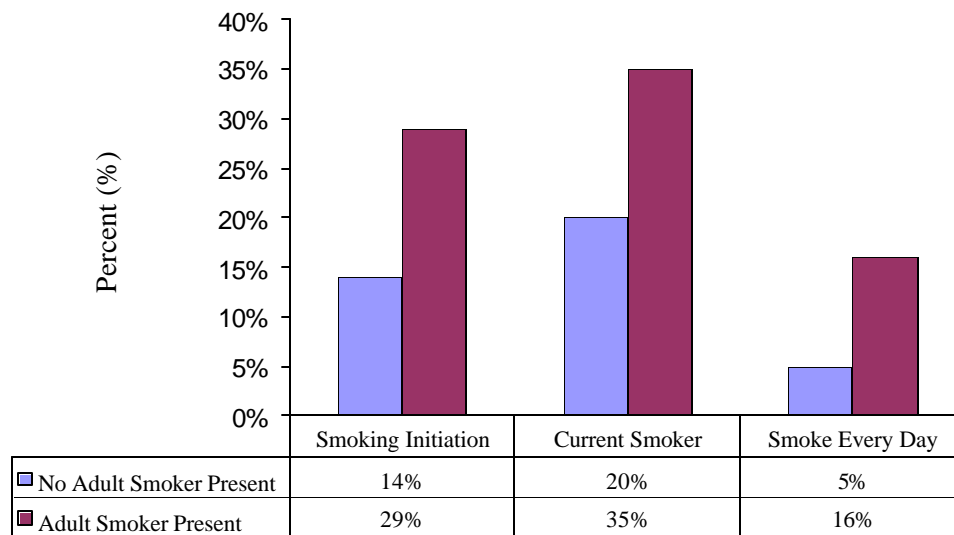
Slightly more than four out of ten students reported that at least one adult member in their household smoked. Having an adult smoker in the household significantly affected nearly every measure of tobacco use among high school students (see figure 8-3).

Source: Wisconsin Youth Tobacco Survey, 2002, Department of Health and Family Services, Division of Public Health, Tobacco Control Program

Figure 7-1. Effects of an Adult Smoker in the Home

This figure looks at high school youth smoking initiation, current smoking prevalence, and daily smoking prevalence by the presence of an adult smoker in the home. The following definitions have been used:

- Smoking initiation is based on the percentage of all high school students who reported smoking their first whole cigarette before the age of 13.
- Current smoking is defined as the percent of students who reported smoking on at least one day in the past 30 days preceding the administration of the survey.
- Daily smoking is the percentage of students who smoked on each day of the past 30 days preceding the survey.



Source: Wisconsin Youth Tobacco Survey, 2002, Department of Health and Family Services, Division of Public Health, Tobacco Control Program

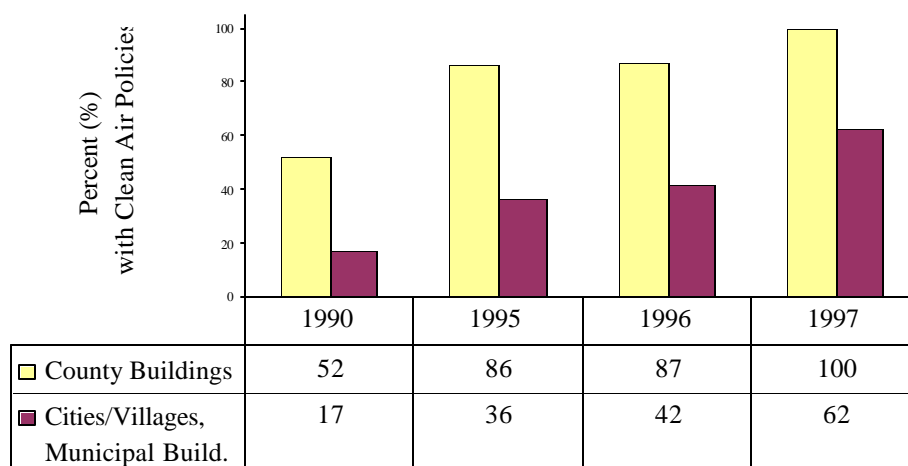
VIII. Smokefree Policies

Table 8-1. Comparison of Clean Indoor Air Policies in Municipal and County Government Buildings, 1996, 1997, 2001

	COUNTY			Municipality (City and Village)*		
	1996 (n=72)	1997 (n=72)	2001 (n=72)	1996 (n=576)	1997 (n=578)	2001 (n=555)
Banned in all buildings	33%	49%	67%	9%	26%	59%
Banned in some buildings	33%	36%	25%	5%	15%	17%
Restricted to designated areas	8%	15%	7%	16%	20%	9%
No ordinance/policy	13%	0%	1%	58%	38%	15%
Unknown/don't know	13%	0%	0%	12%	1%	1%

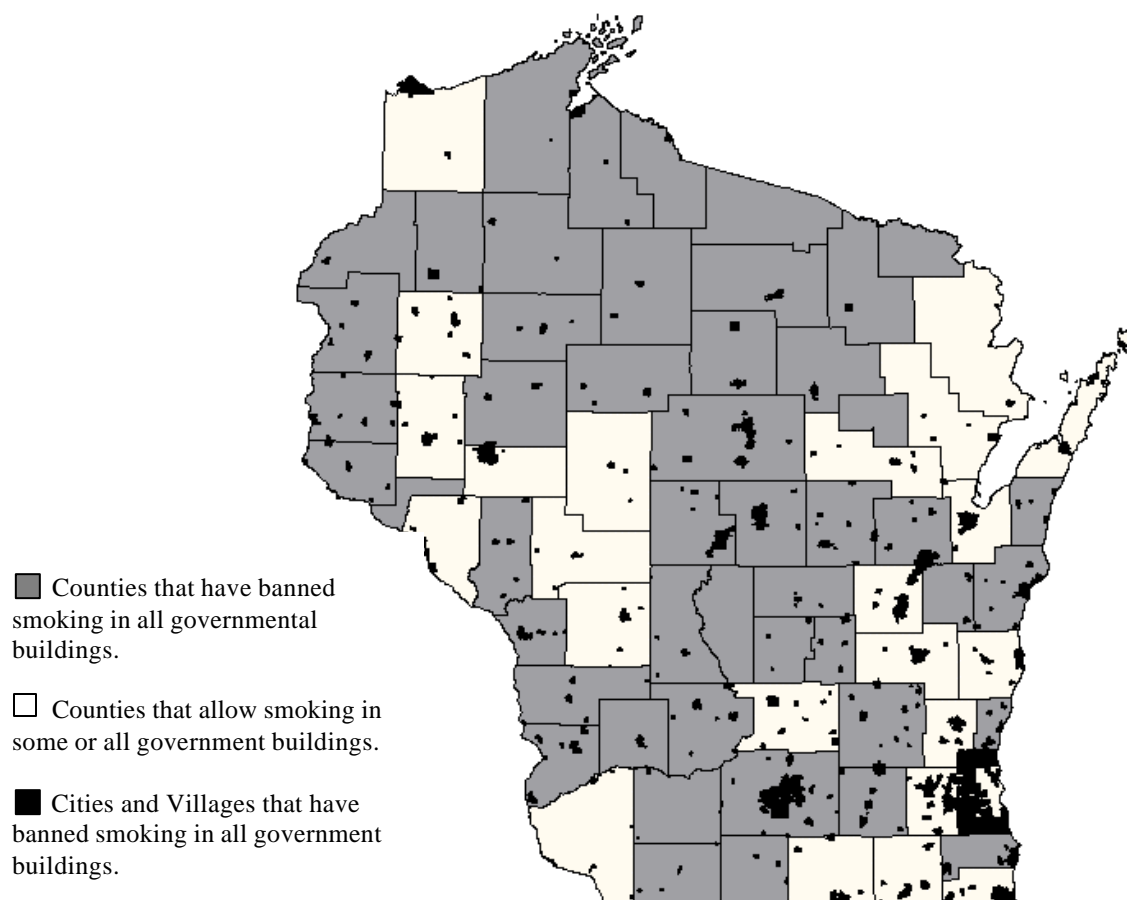
Source: Eric Aakko, Patrick Remington, MD, MPH, Jamie Dixon, and Liz Ford, "Assessing Smoke-free Workplaces in Wisconsin Municipal and County Government Buildings, 1997", Wisconsin Medical Journal, January/February, 1999
Hill B, Moberg DP. Results of 2001 Survey of Tobacco Policies in Wisconsin County and Municipal Buildings. Monitoring & Evaluation Program Brief, Madison WI; UW Medical School, January 2002.

Figure 8-1. Comparison of Clean Indoor Air Policies in Municipal And County Government Buildings, 1990 – 1997



Source: Wisconsin Department of Health and Family Services, Division of Public Health
Eric Aakko, Patrick Remington, MD, MPH, Jamie Dixon, and Liz Ford, "Assessing Smoke-free Workplaces in Wisconsin Municipal and County Government Buildings, 1997", Wisconsin Medical Journal, January/February, 1999

Figure 8-2. Wisconsin Counties and Municipalities That Have Banned Smoking In All Government Buildings, 2001



**Towns have been excluded from this analysis.

Table 8-2. Wisconsin Counties That Have Banned Smoking In All Government Buildings, 2001

Adams	Dodge	Juneau	Marquette	Portage	Taylor
Ashland	Florence	Kewaunee	Menominee	Price	Trempealeau
Bayfield	Forest	La Crosse	Oneida	Racine	Vernon
Burnett	Green	Lafayette	Outagamie	Richland	Vilas
Calumet	Green Lake	Langlade	Ozaukee	Rusk	Washburn
Chippewa	Iowa	Lincoln	Pepin	Sauk	Waupaca
Crawford	Iron	Manitowoc	Pierce	Sawyer	Waushara
Dane	Jefferson	Marathon	Polk	St. Croix	Wood

Source: Hill B, Moberg DP. Results of 2001 Survey of Tobacco Policies in Wisconsin County and Municipal Buildings. Monitoring & Evaluation Program Brief, Madison WI; UW Medical School, January 2002.

Table 8-3. Wisconsin Municipalities That Have Banned Smoking In All Government Buildings, 2001.

Albany	Centuria	Glenwood City	Markesan	Plum City	Suring
Algoma	Chenequa	Grafton	Mason	Plymouth	Sussex
Allquez	Chetek	Granton	Mauston	Port Edwards	Taylor
Alma	Cleveland	Grantsburg	Mayville	Port Washington	Tennyson
Altoona	Clinton	Green Lake	McFarland	Portage	Theresa
Amery	Clyman	Greendale	Medford	Potosi	Thiensville
Amherst	Colfax	Greenfield	Mellen	Poynette	Tomah
Antigo	Columbus	Greenwood	Melrose	Prairie du Chien	Tomahawk
Appleton	Cornell	Hartland	Menasha	Prairie du Sac	Turtle Lake
Arpin	Cottage Grove	Hatley	Menomonee Falls	Prescott	Two Rivers
Ashwaubenon	Crandon	Haugen	Menomonie	Princeton	Twin Lakes
Ashland	Cudahy	Hayward	Mequon	Pulaski	Union Center
Athens	Cumberland	Hazel Green	Merrill	Racine	Verona
Auburndale	Dane	Hewitt	Merton	Readstown	Viroqua
Avoca	Darien	Hillsboro	Middleton	Reedsburg	Waldo
Baldwin	Darlington	Hortonville	Milladore	Reedsville	Wales
Bangor	De Pere	Howard	Mishicot	Rewey	Walworth
Baraboo	De Soto	Hudson	Mondovi	Rhineland	Warrens
Beaver Dam	Deerfield	Hurley	Monticello	Rice Lake	Washburn
Belgium	Deforest	Hustisford	Mosinee	Richland Center	Waterloo
Bell Center	Delafield	Hustler	Mount Calvary	Ridgeland	Watertown
Belleville	Downing	Independence	Mount Sterling	Rio	Waukesha
Beloit	Dresser	Iola	Mukwonago	River Falls	Waupaca
Benton	East Troy	Iron Ridge	Muskego	Roberts	Waupun
Berlin	Eau Claire	Jackson	Nashotah	Rockdale	Wausau
Birchwood	Edgerton	Jefferson	Neenah	Rosendale	Wautoma
Biron	Egg Harbor	Johnson Creek	Nekoosa	Rosholt	Wauwatosa
Black Creek	Elk Mound	Kennan	Nelson	Rothschild	West Allis
Black Earth	Ellsworth	Kewaunee	Neosho	Saint Francis	West Baraboo
Black River Falls	Elmwood Park	Kiel	Neshkoro	Saint Nazianz	West Bend
Blanchardville	Endeavor	Kimberly	New Berlin	Scandinavia	West Milwaukee
Bloomer	Ephraim	Knapp	New Holstein	Schofield	West Salem
Blue Mounds	Ettrick	La Balle	New London	Seymour	Westby
Blue River	Evansville	Ladysmith	Nichols	Sharon	Westfield
Bonduel	Fall River	Lake Geneva	North Fond du lac	Shawano	Weyauwega
Boscobel	Ferryville	Lena	North Freedom	Sheboygan	White Lake
Bowler	Fitchburg	Lime Ridge	North Prairie	Shell Lake	Whitehall
Brillion	Fond du lac	Little Chute	Oak Creek	Shorewood Hills	Whitelaw
Brodhead	Fontana	Livingston	Oconomowoc Lake	Shullsburg	Whiting
Brokaw	Fort Atkinson	Lodi	Oconto	Silver Lake	Williams Bay
Brookfield	Fox Lake	Loganville	Omro	Sister Bay	Wilson
Brooklyn	Fox Point	Lohrville	Onalaska	Slinger	Wilton
Brown Deer	Franklin	Lomira	Oostburg	Soldiers Grove	Wind Point
Brownsville	Fredonia	Loyal	Oshkosh	Solon Springs	Winneconne
Bruce	Fremont	Lublin	Osseo	South Milwaukee	Winter
Buffalo City	Friesland	Luck	Paddock Lake	Spencer	Wittenberg
Burlington	Galesville	Luxemburg	Palmyra	Spring Valley	Wisconsin Dells
Butler	Gays Mills	Lynxville	Pardeeville	Star Prairie	Wisconsin Rapids
Butternut	Germantown	Madison	Peshtigo	Stevens Point	Wrightstown
Cambria	Gillett	Maiden Rock	Pewaukee	Stoughton	Wyeville
Casco	Gilman	Manawa	Phillips	Stratford	Wyocena
Cassville	Glen Flora	Manitowoc	Plain	Sturgeon Bay	
Cecil	Glenbeulah	Marathon	Pleasant Prairie	Sturtevant	
Cedarburg	Glendale	Marion	Plover	Superior	

Source: Hill B, Moberg DP. Results of 2001 Survey of Tobacco Policies in Wisconsin County and Municipal Buildings. Monitoring & Evaluation Program Brief, Madison WI; UW Medical School, January 2002.

Wisconsin Ordinances - Smoke-free Restaurants:

As of January 2003, thirteen Wisconsin communities have established restaurant ordinances. The purpose of these ordinances is to protect the public health, safety, comfort and general welfare of the people within these restaurants. The ordinances guarantee smoke-free air to nonsmokers and those who cannot choose for themselves.

The Wisconsin communities are:

1. City of Madison (1992)
2. Village of Shorewood Hills (1994)
3. City of Middleton (1996)
4. City of Fond du Lac (1999)
5. City of La Crosse (1999)
6. City of Ashland (2000)
7. City of Eau Claire (2000)
8. City of Kenosha (2000)
9. City of Neenah (2001)
10. City of Onalaska (2002)
11. City of Holmen (2002)
12. City of Janesville (2003)
13. Village of West Salem (2003)

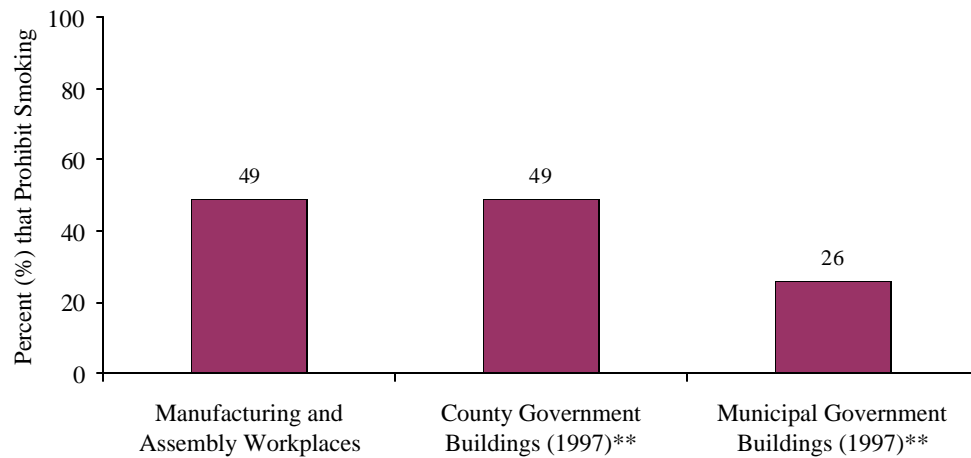
Source: Christiansen AL, Ahrens D, & Remington PL. Tobacco Trends in Wisconsin. Secondhand Smoke: Knowledge, Attitudes and Exposure. Monitoring and Evaluation Program, Madison, WI: University of Wisconsin Medical School, March 2002.
Tobacco Control Resource Center for Wisconsin. www.tobwis.org

Smoking Policies in Manufacturing and Assembly Workplaces:

Although Wisconsin's clean indoor air law restricts or prohibits smoking in certain areas, it specifically exempts manufacturing and assembly workplaces from its provisions. A mail survey was conducted of 1,500 randomly selected companies representing Wisconsin's blue-collar workforce to determine the nature and extent of their smoking policies. Of the 1,500 companies surveyed, 1,042 (70%) responded. Of the companies responding, 49% prohibit all smoking; 26% allow smoking only in designated areas; 18% allow smoking in all areas except designated non-smoking areas; and 7% allow smoking anywhere.

Source: Eric Aakko; Eden Schafer, MPH; V. Anna Gyarmathy, MS, MPH; Emi Narita, MPH; Patrick Remington, MD, MPH, "Smoking Policies in Manufacturing and Assembly Workplaces, Wisconsin, 1999" Wisconsin Medical Journal, Issue N. 3, 2001.

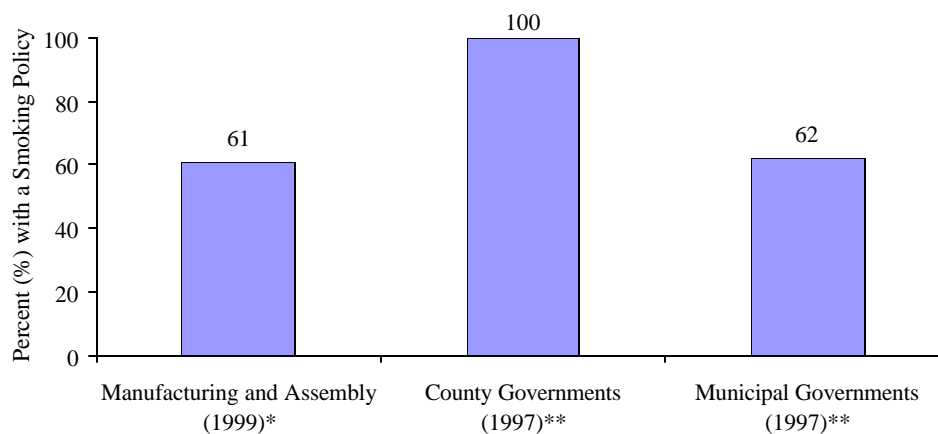
**Figure 8-3. Smoking Policies, Wisconsin:
Percent of Worksites That Prohibit Smoking**



* Source: Eric Aakko; Eden Schafer, MPH; V. Anna Gyarmathy, MS, MPH; Emi Narita, MPH; Patrick Remington, MD, MPH, "Smoking Policies in Manufacturing and Assembly Workplaces, Wisconsin, 1999", Wisconsin Medical Journal, Issue N. 3, 2001.

** Source: Eric Aakko, Patrick Remington, MD, MPH, Jamie Dixon, and Liz Ford, "Assessing Smoke-free Workplaces in Wisconsin Municipal and Count Government Buildings, 1997", Wisconsin Medical Journal, January/February, 1999

**Figure 8-4. Smoking Policies, Wisconsin:
Percent of Worksites With a Smoking Policy**



* Source: Eric Aakko; Eden Schafer, MPH; V. Anna Gyarmathy, MS, MPH; Emi Narita, MPH; Patrick Remington, MD, MPH, "Smoking Policies in Manufacturing and Assembly Workplaces, Wisconsin, 1999", Wisconsin Medical Journal, Issue N. 3, 2001.

** Source: Eric Aakko, Patrick Remington, MD, MPH, Jamie Dixon, and Liz Ford, "Assessing Smoke-free Workplaces in Wisconsin Municipal and Count Government Buildings, 1997", Wisconsin Medical Journal, January/February, 1999

Resources Available on Clean Indoor Air:

The Centers for Disease Control and Prevention released “Taking Actions Against Secondhand Smoke, an Online Toolkit” in February of 2003. This toolkit provides extensive information including action steps to follow to successfully implement a clean indoor air policy for public buildings in your community; tools and materials that you can reproduce for your campaign; a resources section for information; Best Practices information; and key reports and other data regarding secondhand smoke. This toolkit is available from CDC at the following web address:

http://www.cdc.gov/tobacco/ETS_Toolkit/index.htm

SmokeFree Wisconsin, in conjunction with the Wisconsin Division of Public Health and the American Cancer Society, has produced a CD-ROM entitled “How the Heck Do I Get My Community’s Restaurants to go Smoke-free.” The resources and tools on this CD are to be used to assist you with your local clean indoor air initiatives. Contact SmokeFree Wisconsin for more information: <http://www.smokefreewi.org>

The Wisconsin Division of Public Health and SmokeFree Wisconsin produced a series of web-based trainings, “The Continuum of Clean Indoor Air.” Handouts and recording of the training sessions are available on-line at:

http://www.smokefreewi.org/events/continuum_training/handouts.html

"Wisconsin's Clean Indoor Air Law" is a pamphlet that provides a summary of Wisconsin's Clean Indoor Air Law addressing tobacco issues such as restricted smoking areas, prohibited smoking areas, non-restricted smoking areas, designated smoking area according to state law. Pamphlets (PPH 7143) are available from DPH at (608) 266-8526.